

#### ABSTRACT OF THE DISCLOSURE

The present invention provides a plastic magnet precursor which can be supplied to a step of molding a plastic magnet at a constant composition without requiring a kneading step in which a resin is melted and sheared. Through injection molding using the precursor, a plastic magnet having little deterioration of magnetic properties and a small variation in quality is obtained. The plastic magnet precursor according to the present invention includes an Nd-Fe-B isotropic magnet powder (1) and a ferrite anisotropic magnet powder subjected to a coating treatment with a titanate coupling agent (4), and a thermoplastic resin powder (2) is adhered around the magnet powder (1) to form a powder shape.